

An aerial photograph of a city street grid, showing a mix of residential and commercial buildings, trees, and roads. The image is overlaid with a semi-transparent blue filter. The title text is centered in the upper half of the image.

SOUTH 27TH STREET STRATEGIC ACTION PLAN

**Official Launch
April 20, 2016**

South 27th Street | Planning Process

Goals for this evening:

- Overview of planning process
- iClicker exercise
- Launch surveys
- Table discussions





GROWING PROSPERITY

An Action Agenda for Economic Development
in the City of Milwaukee



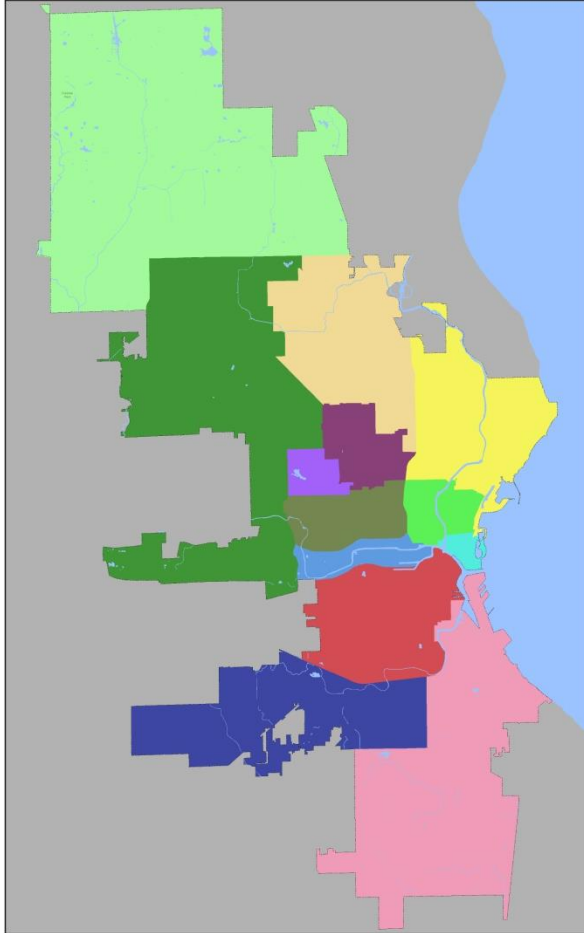
ReFresh Milwaukee



FRESH COAST. FRESH IDEAS.
A Vision for Community Sustainability
www.ReFreshMKE.com



South 27th Street | Planning Process



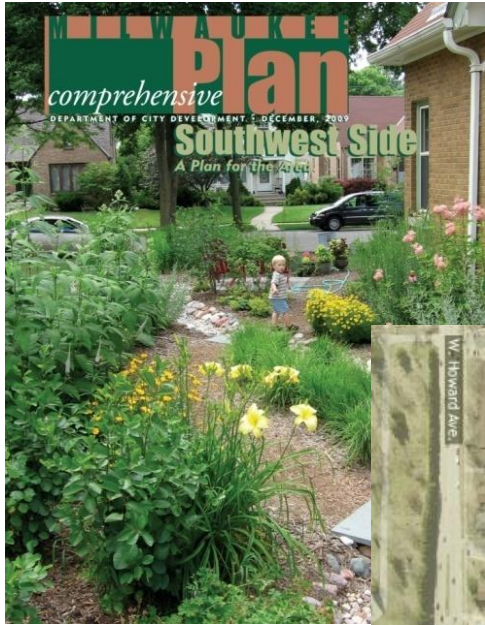
City of Milwaukee Comprehensive Plan *a series of documents*

13 Area Plans

Downtown
Fond du Lac & North
Menomonee Valley
Near North Side
Near South Side
Near West Side
Northeast Side
Northwest Side
Southeast Side
Southwest Side
Third Ward
Washington Park
West Side

Citywide
Policy Plan

South 27th Street | Planning Process



South 27th Street | Planning Process



Department of City Development

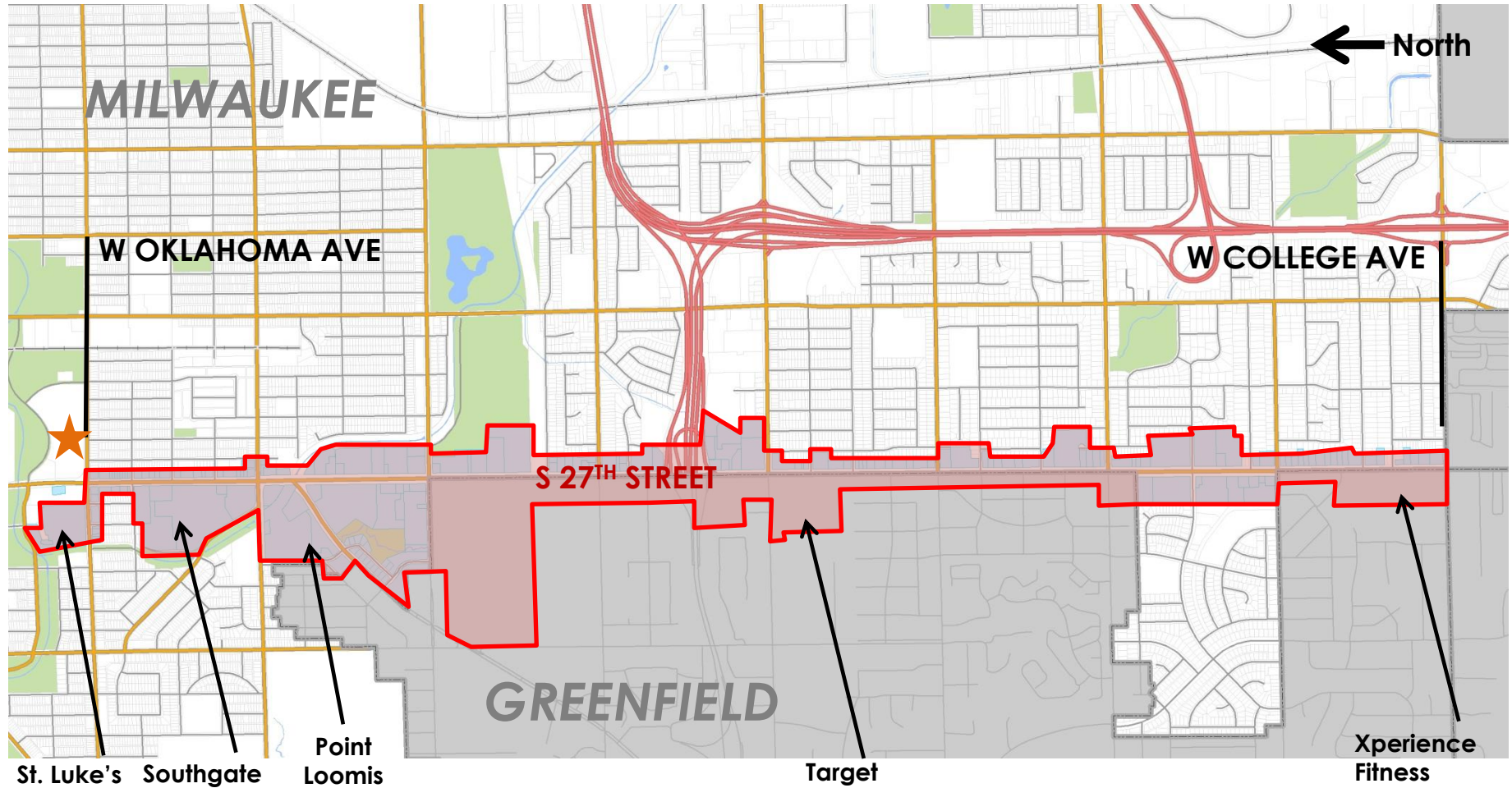


City of Greenfield



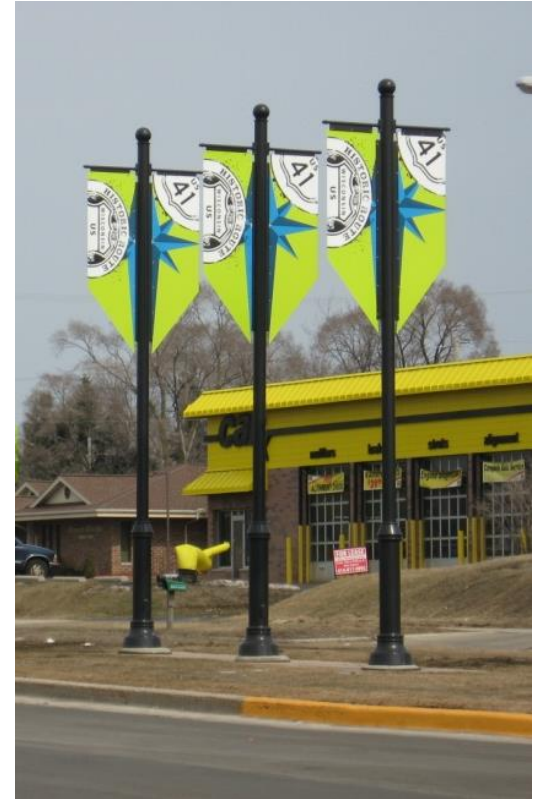
Historic Route 41
Business Improvement District

South 27th Street | Planning Process



4 Phases of Planning

- Analysis
- Visioning (Public Participation)
- Synthesis
- Review and Approval



South 27th Street | Planning Process

Areas of Focus:

- Commercial occupancy
- Retail mix
- Building conditions
- Signage
- Road conditions
- Pedestrian conditions



South 27th Street | Planning Process

Demographics:

- Younger: 40% under age of 30
- Increasingly diverse
- Becoming more educated
- Economically stable



South 27th Street | Planning Process

Market Characteristics:

- Nearly 450 businesses
- Active and engaged BID
- 30,000 trips per day
- Purchasing power of \$891 million
- 78% of retail needs met off corridor



South 27th Street | Planning Process

Spring '16

Summer '16

Winter '16

★ Plan Launch
April 20, 2016

★ Residential & Business Surveys

Information Gathering

Interviews / Focus Groups

★ Design Charrette

Draft Plan

★ Public Review

Adoption

South 27th Street | Planning Process

Expected Outcomes:

- Design charrette
- Final plan with recommendations
- Groundwork for continued action



iClicker Survey

TEST QUESTION:

Which is your favorite custard place?

- A. Leon's
- B. Kopp's
- C. Culver's
- D. Gilles'
- E. Other

**Are you a business owner on South 27th
or an area resident?**

- A. Business owner
- B. Area resident
- C. Both
- D. Neither

**Do you live in Milwaukee
or Greenfield?**

- A. Milwaukee
- B. Greenfield
- C. Neither



South 27th Street | iClicker Survey

Please select the type of businesses you most often visit on South 27th Street:

- A. Automobile Services
(repair, car sales, etc.)
- B. Dining: Fast Food or Sit-Down
- C. Routine Shopping
(groceries, pharmacy,
household goods, etc.)
- D. Specialty shopping at local
store(s)
- E. Other



South 27th Street | iClicker Survey

In general, which shopping area other than South 27th Street do you shop at most?

- A. Howell Ave /
Drexel Town Center
- B. Miller Park Way
- C. Southridge Mall /
South 76th St.
- D. Chase Avenue
between Holt Ave & 1st St.
- E. Other



What factor would most likely *increase* how often you shop on South 27th Street?

- A. Improved appearance of buildings
- B. A greater feeling of safety
- C. More places to eat nearby
- D. Better selection and quality of stores
- E. Other

South 27th Street | iClicker Survey

Would you like to see more housing options along South 27th Street, similar to the pictures below?

A. Yes

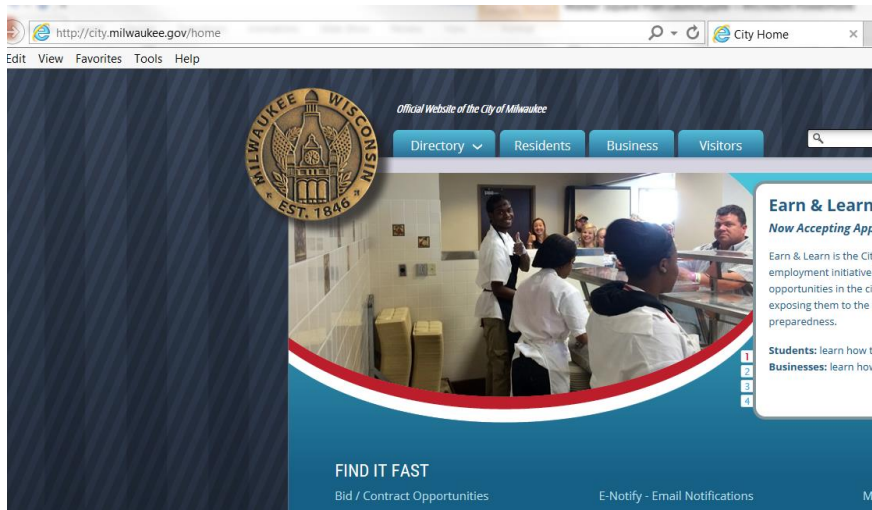
B. No

C. Not sure



South 27th Street | Stay Involved!

- Online surveys
- Sign up for E-Notify



Visit city.milwaukee.gov
Sign up to receive E-Notify
updates in the "Southwest
Side Plan" category

- Design charrette in June
- Second public meeting in late summer

Complete the surveys at:

city.milwaukee.gov/South27thStreet

Surveys will be open until May 20th